
From: public.access@hinckley-bosworth.gov.uk
Sent: 25 September 2025 12:14
To: Planning Application Comments
Subject: Consultee Comments for Planning Application 25/00837/ADV

Categories: Sonia

Consultee comments

Dear Sir/Madam,

A consultee has commented on a Planning Application. A summary of the comments is provided below.

Comments were submitted at 25/09/2025 12:13 PM from Mr Simon Smith (simon.smith@hinckley-bosworth.gov.uk) on behalf of HBBC ES Pollution 1.

Application Summary

Reference:	25/00837/ADV
Address:	Regent Street Hinckley Leicestershire
Proposal:	Two LCD display panels on either side of BT Street Hub
Case Officer:	Sophie Iliffe

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Comments Details

I recommend the following conditions as stated in the submitted Planning supporting Statement

The intensity of the illumination of the two digital display screens shall not exceed 600 candelas per square metre (cd/m²) between dusk and dawn in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.

Comments: The digital display screens shall not display any moving, or apparently moving, images (including animation, flashing, scrolling three dimensional, intermittent or video elements).

The minimum display time for each piece of content on the digital display screens shall be 10 seconds.

The interval between each piece of content on the digital display screens shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including swiping or other animated transition methods) between displays and the display will include a mechanism to freeze the image in the event of a malfunction.

Kind regards